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20995 7590 01/13/2009

KNOBBE, MARTENS, OLSON & BEAR LLP
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/928,977	08/13/2001	Alan Caplan	AMAZON.062A3	7738

TITLE OF INVENTION: HOSTED SERVICES FOR COLLECTING PAYMENTS FROM AND PROVIDING PERSONALIZED CONTENT TO WEB SITE VISITORS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$1810	04/13/2009
EXAMINER	ART UNIT		CLASS-SUBCLASS		
GRAHAM, CLEMENT B	3696		705-040000		

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
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2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 KNOBBE, MARTENS,

2 OLSON & BEAR LLP

3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Amazon Technologies, Inc.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Reno, Nevada

Please check the appropriate assignee category or categories (will not be printed on the patent): Individual Corporation or other private group entity Government

4a. The following fee(s) are enclosed:

- Issue Fee
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- a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature

Date Jan. 30, 2009

Typed or printed name Ronald J. Schoenbaum

Registration No. 38,297

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